

Pengaruh Consumer-consumer dan Consumer-brand Interaction terhadap Brand Engagement dan Behavioral Intention = The Impact of Consumer-consumer and Consumer-brand Interaction Towards Brand Engagement and Behavioral Intention

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Abstrak

Produk smarthome sedang marak baru-baru ini di Indonesia karena telah mengeskalisasi nilai-nilai fungsional dari perabotan rumah tangga. Dalam konteks tersebut, consumer-consumer interaction (CCI) dan consumer brand interaction (CBI) menjadi hal penting dalam membentuk consumer-brand engagement, baik secara kognitif, emosional, dan perilaku terhadap merek yang menyediakan produk tersebut sehingga dapat mengarahkan behavioral intentions konsumen; ongoing search behavior dan repurchase intention. Desain penelitian ini merupakan cross-sectional dengan metode purposive sampling, dimana terdapat 170 responden konsumen Bardi yang merupakan penyedia produk smarthome. Data dikumpulkan melalui survei daring dan diolah menggunakan teknik Partial Least Square – Structural Equation Modelling (PLS-SEM). Hasil olahan data menunjukkan bahwa behavioral intentions dipengaruhi oleh seluruh komponen consumer-brand engagement, dimana CCI memiliki peranan dominan dalam membentuk brand engagement tersebutSmarthome products have recently emerged in Indonesia recently for escalating the functional value of home appliances. In such context, consumer-consumer interaction (CCI) and consumer brand interaction (CBI) have importance in shaping cognitive, emotional, and behavioral engagement to drive behavioral intentions; ongoing search behavior, and repurchase intention. The research design was a cross-sectional with purposive sampling method collecting 170 Bardi consumers as a respondent, a brand that produced smarthome products. Data were collected using an online survey and processed using the Partial Least Square-Structural Equation Modelling (PLS-SEM) technique. The result indicated that behavioral intentions were influenced by all components of consumer-brand engagement, whereas CCI has a dominant role in shaping brand engagement.